



Los Angeles Turf Club, Incorporated
Santa Anita Park
285 West Huntington Drive
Arcadia, California 91006-3439
Telephone: (818) 574-7223
TELEX: 675580

Marketing Department

October 19, 1988

Ms. Clair Carcish
Manager, Special Media
Philip Morris, USA
120 Park Avenue
New York, NY 10017

Dear Ms. Carcish:

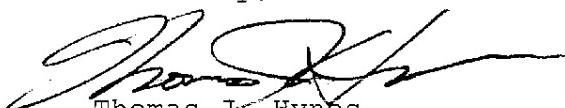
The 1988-89 Santa Anita season will begin December 26, 1988.
It is once again time to renew your daily program ad.

Our advertising rate for the upcoming 90 day Santa Anita meeting will be \$26,500.00.

OK per JC 10/26/88

Please sign and return the attached copy as soon as possible. If you have any questions, please feel free to call me at (818) 574-6398.

Sincerely,



Thomas J. Hynes
Corporate Sales Manager

TJH/ko
Enclosure

- * 3C - * 1st rights after Coke for BC
* poor reproduction - will correct
* no invoice for 197-FP send more programs

* renewal info :

A Subsidiary of Santa Anita Operating Company